described in terms of embodiments, those skilled in the art will recognize that the invention can be practiced with modifications and in the spirit and scope of the appended claims.

What is claimed is:

1. A method for sending location information to one or more mobile devices, comprising:

providing a computer infrastructure being operable to:

receive and store preference information of a mobile device;

determine a content type of content specific to a location of the mobile device, the content to be sent to the mobile device, the content type determined based on the preference information when the mobile device is detected to have crossed within a geo-boundary, and the preference information comprising the content type which comprises at least one of text, audio, video and graphics;

check content compatibility of the mobile device with the content;

transform the content when incompatible with the mobile device; and

send the content to the mobile device when the mobile device is detected to have crossed within the geo-boundary;

determine whether the mobile device has previously crossed within the geo-boundary within a predetermined time period based on a time stamp when the mobile device has crossed within the geo-boundary; and

provide the mobile device with an option to continue the geo-boundary service when the mobile device has previously crossed within the geo-boundary within the predetermined time period.

2. The method of claim 1, wherein the computer infrastructure is at least one of supported, deployed, maintained, and created by a service provider.

3. The method of claim 1, wherein the computer infrastructure is operable to periodically update or modify the content, independent of the mobile device.

4. The method of claim 1, further comprising wherein the computer infrastructure is operable to send a text message to the mobile device when the content cannot be supported on the mobile device.

5. The method of claim 1, wherein the computer infrastructure is further operable to:

determine whether the mobile device is subscribed to a geo-boundary service when the mobile device has crossed within the geo-boundary;

determine whether the mobile device has been offered to join the geo-boundary service within another predetermined time period when the mobile device is not subscribed to the geo-boundary service; and

provide the mobile device an offer to join the geo-boundary service when the mobile device has not been offered to join the geo-boundary service within the another predetermined time period.

6. The method of claim 5, wherein the computer infrastructure is further operable to: determine whether the mobile device has previously crossed within the geo-boundary within another predetermined time period based on a time stamp when the mobile device has crossed within the geo-boundary; provide the mobile device with an option to continue the geo-boundary service when the mobile device has previously crossed within the geo-boundary within the another predetermined time period; and determine the content type when one of the mobile device has not previously crossed within the geo-boundary within the another predetermined time period and the mobile device has elected the option to continue the geo-boundary service.

7. A system comprising:

a management system configured to register one or more mobile devices with a location based service and further configured to obtain and store preferences and other information related to the one or more mobile devices; and

a media service configured to:

be notified of the preferences so as to provide relevant location based content to the one or more mobile devices when any of the one or more mobile devices cross within a defined geo-boundary,

determine a content type of the content to be sent to the one or more mobile devices based on the preferences, the content type determined when any of the one or more mobile devices cross within the defined geo-boundary, and the preferences comprising the content type which comprises at least one of text, audio, video and graphics;

perform transformations of the content so as to be compatible with the one or more mobile devices;

determine whether any of the one or more mobile devices have previously crossed within the geo-boundary within a predetermined time period based on a time stamp when any of the one or more mobile devices cross within the geo-boundary; and

provide any of the one or more mobile devices with an option to continue the media service when any of the one or more mobile devices have previously crossed within the geo-boundary within the predetermined time period.

8. The system of claim 7, wherein the media service is further configured to:

determine whether any of the one or more mobile devices are subscribed to the media service when any of the one or more mobile devices cross within the geo-boundary;

determine whether any of the one or more mobile devices have been offered to join the media service within another predetermined time period when any of the one or more mobile devices are not subscribed to the media service; and

provide any of the one or more mobile devices an offer to join the media service when any of the one or more mobile devices have not been offered to join the media service within the another predetermined time period.

9. The system of claim 8, wherein the media service is further configured to: determine whether any of the one or more mobile devices have previously crossed within the geo-boundary within another predetermined time period based on a time stamp when any of the one or more mobile devices cross within the geo-boundary; provide any of the one or more mobile devices with an option to continue the media service when any of the one or more mobile devices have previously crossed within the geo-boundary within the another predetermined time period; and determine the content type when any of the one or more mobile devices have not previously crossed within the geo-boundary within the another predetermined time period or when any of the one or more mobile devices elect the option to continue the media service.

10. A method comprising:

detecting when a user has crossed within a geo-boundary;

determining a content type of user location specific content to be sent to a mobile device of the user based on preferences provided by the user, the content type determined when the user has crossed within the geo-boundary, and the preferences comprising the content type which comprises at least one of text, audio, video and graphics; and